

The *Collector-Base* Audit.

The market moves where the collector base deepens. This worksheet trains the eye for it — five artists in your proximity, the repeat-buyer signal, the curator overlap, the institutional patterns. Stop asking who is the next Alice Neel. Start asking where is the gathering.

A WORKSHEET BY MORIAH ALISE · DEAR GLORY · MAY 2026 · [READ THE ARTICLE →](#)

The market moves where the *base* deepens.

*One collector does not move a market. Thirty serious collectors gathering around the same name, repeatedly, over time, with the right team and the right relationships — that is what moves value. The Alice Neel repricing did not happen because she suddenly got better. It happened because **enough serious collectors finally came into the room at the same time.** This audit teaches you to see that gathering before the value moves.*

How to use this. Pick five artists in your proximity — in your city, in your feed, in the conversations you already overhear. Run the five sections on each. The point is not to predict the future. The point is to train your eye to read collector-base depth as a signal, instead of chasing the headline number after it lands.

SECTION I · THE AUDIT

Five sections. *One sharper eye when you finish.*

Move through the sections in order. The first one is the list. The next four are the lenses you put over the list.

01 THE FIVE NAMES

Pick five artists in your proximity you are currently watching. Not the names the press is talking about. The names you have repeatedly heard, seen, or stood near in the last twelve months. Write the five names. Note where each one first crossed your path.

☐ Artist 1 — *name, medium, where you first noticed*

☐ Artist 2 — *name, medium, where you first noticed*

☐ Artist 3 — *name, medium, where you first noticed*

☐ Artist 4 — *name, medium, where you first noticed*

☐ Artist 5 — *name, medium, where you first noticed*

→ What is missing or uncertain here — and what's the first move to fix it?

02 REPEAT BUYERS

The single strongest signal of a deepening base is the same name buying twice. Two acquisitions by one collector says conviction. Three says position. For each artist on your list, what do you actually know about who has bought the work — and more than once?

☐ I can name at least one collector who owns more than one piece by this artist

☐ I have heard the same collector's name attached to this artist across more than one venue (fair, gallery, museum, studio visit)

☐ I know whether the gallery has placed work into a collection I would recognize

☐ I have seen a wait-list or limited-availability signal around the artist's primary-market work

☐ I am tracking, even informally, which serious buyers seem to be quietly building position in this artist

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03 CURATOR & INSTITUTIONAL OVERLAP

Collectors do not deepen a base in isolation. Curators show up. Institutions begin to circle. The pattern is visible to anyone paying attention. Who else, beyond buyers, is repeatedly in the room around this artist?

- ☐ I can name one curator who has actively engaged with this artist's practice in the last twelve months
- ☐ The artist has been included in at least one museum, foundation, or institutional show in the last two years
- ☐ There is at least one writer, critic, or publication that has returned to this artist more than once
- ☐ I have seen the same curatorial figures attending shows or studio visits with this artist
- ☐ An institution I respect has acquired the work, or is in active conversation about acquiring

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04 VELOCITY & CONSISTENCY

A real base deepens over years, not months. A one-season spike is a trend — and trends usually flatten. What you are looking for is repeat presence over multiple cycles. How consistent is the gathering around this artist?

- ☐ The same names — collectors, curators, institutions — have appeared around this artist across more than one calendar year
- ☐ The artist's career has progressed through visible stages (solo show, institutional placement, secondary appearance) without major silences
- ☐ Primary-market prices have moved gradually upward, not in one explosive jump
- ☐ The artist has not been the subject of a flipping cycle (rapid secondary-market resale by short-term buyers)
- ☐ The gallery representing the artist has held the work with discipline rather than placed it broadly to chase volume

→ What is missing or uncertain here — and what's the first move to fix it?

05 YOUR POSITION IN THE ROOM

The audit ends with you. The point of reading a deepening base is to know whether you want to be inside it, near it, or watching it from across the field. Be honest about where you stand on this artist — and what move, if any, you intend to make.

- ☐ I have visited the artist's studio, attended one of their shows, or had a direct conversation with their representative
- ☐ I have spoken with someone already in the collector base about the work
- ☐ I have a clear sense of the current primary-market price range and what an entry-level acquisition would look like
- ☐ I know whether the right move for me is to acquire now, to follow for another year, or to step away entirely
- ☐ I am willing to act in the next ninety days if I conclude this base is where I want to be

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SECTION II · THE DIAGNOSIS

Which name is the *quietest, deepest* signal?

Look across the five artists. Find the one where the gathering is the most consistent, the most credible, and the least loud. That is the artist where the base has deepened furthest while attracting the least headline attention.

The signal vs. the *noise*.

*A headline number is a price. A deepening base is a pattern. **The price is downstream of the pattern.** If you trained your eye on the pattern, you would never need the headline. The Alice Neel repricing was not a surprise to the people who had been watching the base — it was a confirmation. The Pollock was the spectacle. The base was the story. Find your version.*

THE ARTIST WHOSE BASE IS MOVING

The *one artist* on my list whose collector base is deepening most consistently —

Three *concrete moves*. Next ninety days.

The audit is observational. Knowledge without action is just opinion. Three actions, dated, against the artist or artists you have identified.

A move is something you can do, in a specific calendar window, that puts you closer to the base you just identified — or further from a base you have decided is not for you. A studio visit. An acquisition. A conversation with an existing collector. A quiet decision to walk. Three.

1 MOVE ONE

BY WHEN _____

2 MOVE TWO

BY WHEN _____

3 MOVE THREE

BY WHEN _____

CLOSE

Stop asking *who*. Start asking *where*.

The Pollock was the distraction. Alice Neel was the story. The Frieze foundation walked the booths because they had already learned to read what most of the field walked past. The

*market moves where the collector base deepens. Run this audit again next quarter.
Watch what the gathering does. The market will follow.*

Moriah Alise

DEAR GLORY · THE GLORY EDIT
MAY 2026 · DEARGLORY.COM